

TOURISM DEVELOPMENT COMMISSION

2017 - 2018 QUARTER 4 ROI REPORT



Experience Scottsdale uses the Scottsdale brand in all promotions regardless of funding source or partners included. Outlined programs and results in this report were achieved by Experience Scottsdale using funds from the City of Scottsdale, other partner communities, and the State of Arizona's Prop. 302 (no Prop. 302 funds were used for the below programs).

April 1 – June 30, 2018

MARKETING

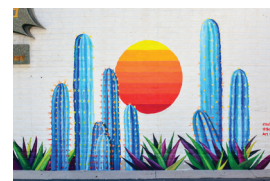
> It's That Hot Summer Campaign

- Promotion Timing: April 20 – Sept. 3, 2018
- Experience Scottsdale is ramping up its summer messaging with new tactics and activations, including broadcasting commercials in Phoenix and Los Angeles, deploying Instagram wall art and digital boards locally, and advertising on Surf Streams in Los Angeles.
- Experience Scottsdale also is promoting www.ItsThatHot.com via email, social media, and public relations efforts. The website received more than **40,500** page views through June 30, 2018.



> The Desert Is Hot Summer Meetings Campaign

- Experience Scottsdale debuted a revamped www.TheDesertIsHot.com to encourage meeting planners to book conferences and events during the summer months through 2021.
- In addition to promoting the website via email marketing and during trade shows, Experience Scottsdale is promoting a summer rebate program for qualifying meeting planners.



> Hiking, Biking and Trail Guide

- Experience Scottsdale updated the popular guide to include detailed information on biking – both urban and in the McDowell Sonoran Preserve.
- Other new features include a revised layout, a hiking article about “Five Lovely Surprises on Scottsdale Trails,” an article on the best biking trails in the Preserve, and a photo layout on “Things to Bring” on your desert adventure.

Note: The third quarter report misstated the number of page views to www.LoonieLove.com. From Jan. 1 – March 31, 2018, the website received 34,755 page views.

CONVENTION SALES & SERVICES

- > The sales team assisted in booking **589** meetings in the fiscal year, which account for **193,041** incremental room nights and a future economic impact of **\$92.1 million** for the destination.
- > Experience Scottsdale hosted **29** meetings planners in Scottsdale during the 6th Annual Medical Meetings and 31st Annual Sunsational familiarization tours. These tours have resulted in **8** leads thus far for the destination.
- > Experience Scottsdale produces leads for the City's event venues, including a new softball tournament that will book **6** fields throughout Scottsdale and generate **400** room nights this coming November.

COMMUNICATIONS

- > The communications team assisted in generating **1,078** articles about Scottsdale in the fiscal year.
 - These articles were worth **\$35.8 million** in editorial value and reached **3.7 billion** readers.
- > Experience Scottsdale brought **74** journalists to Scottsdale during the quarter, representing publications such as:
 - CBS, *Colorado Expression*, *The Irish Independent* (Ireland), and *Western Living* (Canada)
- > The article “An Insider's Guide to Planning a Bachelorette Party in Scottsdale, Arizona” appeared in *Martha Stewart Weddings*, following freelance writer Becca Hensley's October visit hosted by Experience Scottsdale. In the piece, Hensley highlights Old Town shopping, dining, and activities like AZ Food Tours and Arizona Party Bike.



Sainsbury's Magazine (U.K.), February 2018

TOURISM

- > Through trade shows, one-on-one meetings and training sessions, the tourism team shared the Scottsdale message with **3,682** travel professionals from **39** countries in the fiscal year.
- > Experience Scottsdale produced **1,921** leads and services for members to date.
- > During the quarter, Experience Scottsdale hosted a familiarization tour for **7** luxury travel advisors from across the U.S., showcasing how best to sell Scottsdale as a high-end vacation destination. The advisors explored Old Town Scottsdale, touring Hotel Valley Ho and Western Spirit and visiting the art galleries and wine tasting rooms in the area.

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PERFORMANCE MEASURES	July 2017-June 2018	% of Annual Goal
CONVENTION SALES		
Generate 1,404 convention sales leads for Scottsdale market area properties	1,779	127%
Conduct 192 customer site inspections for Scottsdale market area properties	230	120%
Confirm 432 convention bookings into Scottsdale market area properties for future dates	589	136%
Confirm convention bookings into Scottsdale market area properties for future dates resulting in 126,756 room nights	193,041	152%
CONVENTION SERVICES		
Generate 288 services leads and hotel leads for 10 rooms or fewer for Scottsdale market area properties/businesses	388	135%
TRAVEL INDUSTRY SALES		
Generate 1,500 domestic and international tour program leads and services for Scottsdale market area properties/businesses	1,921	128%
Promote the Scottsdale market area as one of the world's top leisure destinations to 3,300 targeted clients	3,682	112%
Generate 3.0 million travel agent impressions via destination product offering in tour operator brochures	3,815,000	127%
COMMUNICATIONS		
Generate 1,000 media hits about the Scottsdale market area	1,078	108%
MARKETING		
Generate 650,000 brand engagements through visitor guide distribution, collateral downloads, email opens and social media followers	824,446	127%
Generate 1.75 million visitor sessions to the Experience Scottsdale website and all affiliate sites	2,147,296	123%

All Experience Scottsdale performance measures are based on the organization's overall outcomes for the Scottsdale area, which is defined as all businesses in Scottsdale and surrounding areas that are a part of Experience Scottsdale's membership, including those in partner communities.

HOTEL PERFORMANCE

- Following is the most up-to-date STR data, which shows the performance of Scottsdale-area hotels for the calendar year to date.

	January – June 2018	January – June 2017	% Difference
Hotel Occupancy	76.3%	74.7%	2.2%
Average Daily Room Rate (ADR)	\$227.07	\$222.48	2.1%
Revenue per Available Room (RevPAR)	\$173.30	\$166.15	4.3%

(Source: STR)